1545

THE ELECTRONIC TAX FILING LOGO

GUIDELINES FOR EFFECTIVE USE

WE OFFER
ELECTRONIC
TAX FILING

The electronic filing logo was created to give a consistent image to the electronic filing program. The logo may be used by the IRS and by accepted participants who wish to identify themselves as electronic filers.

This brochure contains guidelines and suggestions which will help to maximize the logo's visual effect. By following the dos and don'ts on the following pages, you can ensure that the logo will be of greatest worth to you.

This logo is **Not** copyrighted. It is provided for information purposes only. The logo's use does not and should not appear to be an endorsement of any individual electronic filing participant by the Internal Revenue Service.

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Do use the logo with or without the words "we offer."

Don't add words to the logo.

Don't combine the logo with the IRS eagle symbol, the word "federal", the initials "IRS", or with other words or symbols that suggest a special relationship exists between the IRS and the logo user.

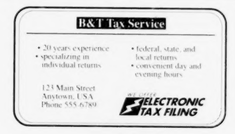
Do use the logo horizontally.

Do use the logo in one color. The logo may be printed in any solid color.

THE FOLLOWING ARE EXAMPLES OF APPROPRIATE USES OF THE LOGO.

Business card with logo

Telephone book ad



Counter card with logo

Newspaper ad with logo

B & T Tax Service
123 Main Street
Phone 555-6789
File taxes early. Call for an appointment today or walk in for friendly, experienced service
BUSINESS

Don't screen the logo; that is, don't print it in less than a solid tone.

Do leave space around the logo. Leave at least 1/4 inch on all sides.

Don't place copy closer than 1/4 inch.

Do keep letter spacing and type style as is.

Don't change the space between words or letters.

Don't change the typefaces that are used.

Don't overprint other words or symbols on the logo.

Don't use the lightning symbol by itself or combined with words other than "Electronic Tax Filing."

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